



10-22-03

MS#303971.01 (5069) ✓
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Wassmann et al. ✓

Serial No. Not yet assigned

Filed September 2, 2003

Confirmation No. Not yet assigned

For BRANDING FRAMEWORK

10/653,708

October 21, 2003

COMMISSIONER FOR PATENTS
P.O. BOX 1450
ALEXANDRIA, VIRGINIA 22313-1450

SIR:

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

In accordance with 37 C.F.R. 1.97 and 1.98 and MPEP 609, and in compliance with the duty of disclosure set forth in 37 C.F.R. 1.56, applicants submit copies of the references listed on the attached PTO/SB/08A for consideration by the Patent and Trademark Office in the above-entitled application and to be made of record therein.

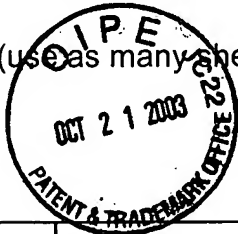
*

Respectfully submitted,

Robert M. Bain, Reg. No. 36,736
SENNIGER, POWERS, LEAVITT & ROEDEL
One Metropolitan Square, 16th Floor
St. Louis, Missouri 63102
(314) 231-5400

RMB/cjl

Express Mail Label No. EV 272754805 US

PTO/SB/08A SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT BY APPLICANT  (use as many sheets as necessary)				Complete if Known	
				Application Number	Not yet assigned
				Filing Date	September 2, 2003
				Confirmation Number	Not yet assigned
				First Named Inventor	Peter Wassmann ✓
				Group Art Unit	Not yet assigned
Examiner Name	Not yet assigned				
Sheet	1	of	1	Attorney Docket No.	MS#303971.01 (5069)

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
	9	2003/0120678	A1	Hill et al.	06/26/2003
	10	2003/0120688	A1	Hill et al.	06/26/2003
	11	2003/0121024	A1	Hill et al.	06/26/2003
OTHER ART - NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ⁶
	12	SZYPERSKI, "Component Technology: What, Where, and How?," Proceedings of the 25th International Conference on Software Engineering, 2003, page 684, IEEE Computer Society, Washington DC, U.S.A.			
	13	GREEN, "Component-Based Software Development: Implications for Documentation," Proceedings of the 17th Annual International Conference on Computer Documentation, 1999, pp. 159-164, ACM Press, New York, U.S.A.			
	14	HELANDER et al., "MMLite: A Highly Componentized System Architecture," 1998, pp. 96-103, ACM Press, New York, U.S.A.			
	15	McKEAN, "The Role of Branding in Establishing Open Systems," StandardView, March 1994, Volume 2, Issue 1, pp. 18-26, ACM Press, New York, U.S.A.			

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached or place an "A" here if English language abstract is attached..

SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.